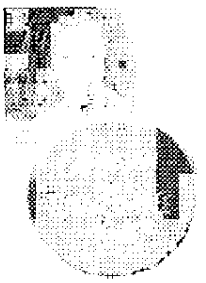

Rollout Nears for 'Safer' Cigarette

10/10/2001 Vector Tobacco is set to launch a new cigarette that the company claims has fewer cancer-causing ingredients, the Associated Press reported Oct. 5.

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The Omni brand is expected to be in stores later this month. According to the Durham, N.C.-based company, Omni is made with a chemical that reduces certain cancer-causing elements in cigarette smoke.

"While there is no such thing as a safe cigarette, we believe we've eliminated what the health community considers to be the most serious cancer-causing agents with these developments," said Bennett LeBow, chairman and chief executive officer of Vector Group.

Next year, Vector Tobacco plans to release Omni Free, which uses the same treatment along with a new type of tobacco genetically engineered

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to contain no nicotine.

The company said it is investing $100 million in its "less-hazardous" smoking products.

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